RJR Pro **RJR PROFIT ANALYSIS WORKSHEET** Ver. 2.5

STRICTLY CONFIDENTIAL Rev. 5/97

Account Name	DUANE READE DRUG		# Stores	For RJR Use Only
818 #	043008	Date 12/22/97	[redacted]	

		Avg Wkly Vol (RJR CPW)	Segment % Vol.	RJR Profit $ per CTN	Profit $ per Week	Profit $ per Month
RJR	Full Price	[redacted]	92.8%		$15,492.20	$67,089.88
RJR	Brd Sav	[redacted]	7.2%		$632.70	$2,741.70
RJR	PL / BW		0.0%		$0.00	$0.00
	Totals	2632	100.0%	- - - -	$16,114.88	$69,831.58

MONTHLY PROMOTIONAL COSTS

	Promotion Description	Cost Ea.	# Deals / Mo.	Tot. Cost	Seg. $ Tot.
FP	WORK PLAN	$50.00	120	$6,000.00	
FP	BUYDOWN	$2.00	3948	$7,896.00	
FP				$0.00	$13,896.00
BrdSav	WORK PLAN(4/YR)	$50.00	40	$2,000.00	
BrdSav	DORAL BUYDOWN	$3.00	445	$1,335.00	$3,335.00
PL/BW				$0.00	$0.00

MONTHLY CONTRACT COSTS

	Contract Type	$ per Month	Seg. $ Tot.
FP	PACK	$10,880.00	
FP			
FP			$10,880.00
BrdSav	ENHANCEMENT	$1,920.00	
BrdSav			$1,920.00
PL/BW			$0.00

$162/67
$170
130 ENH.
200

Summary		Gross Profit per Month	Marketing Expenses	Net Profit per Month	Segment % Profit $	Segment % Spending
RJR	Full Price	$67,089.88	$24,776.00	$42,313.88	96.1%	82.5%
RJR	Brd Sav	$2,741.70	$5,255.00	($2,513.30)	3.9%	17.5%
RJR	PL / BW	$0.00	$0.00	$0.00	0.0%	0.0%
RJR Monthly Totals		$69,832	$30,031	$39,801	100.0%	100.0%
RJR Annual Totals		$837,979	$360,372	$477,607		
Gr.Profit % Spending :		43.0%		RJR Spending Rate / CTN :		$2.64

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RJR User Notes :

ALL CALCULATIONS ARE BASED UPON SPENDING THROUGH 11/97 AND APPLIED TO A 12 MONTH PERIOD. CONTRACT PAYMENTS REFLECT PAYMENTS FOR 64 STORES, HOWEVER, STORE COUNT JUST ACHIEVED THAT LEVEL.

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Source: https://www.industrydocuments.ucsf.edu/docs/zmgy0000

RJR Pro — RJR PROFIT ANALYSIS WORKSHEET — Ver. 2.5

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Account Name	DUANE READE		# Stores	For RJR
SIS #	[redacted]	Date	12/22/97	[redacted] Use Only

		Avg Wkly Vol (RJR CPW)	Segment % Vol.	RJR Profit $ per CTN	Profit $ per Week	Profit $ per Month
RJR	Full Price	[redacted]	92.8%		$20,123.18	$87,200.36
RJR	Brd Sav	[redacted]	7.2%		$822.51	$3,564.21
RJR	PL / BW	[redacted]	0.0%		$0.00	$0.00
	Totals	3421	100.0%	- - - -	$20,945.67	$90,764.57

MONTHLY PROMOTIONAL COSTS

	Promotion Description	Cost Ea.	# Deals / Mo.	Tot. Cost	Seg. $ Tot.
FP	WORK PLAY	$50.00	120	$6,000.00	
FP	BUYDOWN	$2.00	5132	$10,264.00	
FP				$0.00	$16,264.00
BrdSav	WORK PLAN (4/YR)	$50.00	44	$2,200.00	
BrdSav	BUYDOWN	$3.00	580	$1,740.00	$3,940.00
PL/BW				$0.00	$0.00

MONTHLY CONTRACT COSTS

	Contract Type	$ per Month	Seg. $ Tot.
FP	PACK ($300)	$20,100.00	
FP			
FP			$20,100.00
BrdSav			
BrdSav			$0.00
PL/BW			$0.00

$300/ $138.00 enhancement

Summary		Gross Profit per Month	Marketing Expenses	Net Profit per Month	Segment % Profit $	Segment % Spending
RJR	Full Price	$87,200.36	$36,364.00	$50,836.36	96.1%	90.2%
RJR	Brd Sav	$3,564.21	$3,940.00	($375.79)	3.9%	9.8%
RJR	PL / BW	$0.00	$0.00	$0.00	0.0%	0.0%
RJR Monthly Totals		$90,765	$40,304	$50,461	100.0%	100.0%
RJR Annual Totals		$1,089,175	$483,648	$605,527		
Gr.Profit % Spending :		44.4%		RJR Spending Rate / CTN :		$2.72

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RJR User Notes :

STORE COUNT INCREASE TO 67 AND ALL CALCULATIONS ARE + 30%

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Source: https://www.industrydocuments.ucsf.edu/docs/zmgy0000

RJR Pro

RJR PROFIT ANALYSIS WORKSHEET

Ver. 2.5

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Rev. 5/97

Account Name	DUANE READE			# Stores	For RJR Use Only
SIS #	[illegible]	Date	12/22/97	67	

		Avg Wkly Vol (RJR CPW)	Segment % Vol.	RJR Profit $ per CTN	Profit $ per Week	Profit $ per Month
RJR	Full Price	[redacted]	92.8%		$20,123.16	$87,200.36
RJR	Brd Sav	[redacted]	7.2%		$822.51	$3,564.21
RJR	PL / BW	[redacted]	0.0%		$0.00	$0.00
	Totals	3421	100.0%	- - - -	$20,945.67	$80,764.57

MONTHLY PROMOTIONAL COSTS

	Promotion Description	Cost Ea.	# Deals / Mo.	Tot. Cost	Seg. $ Tot.
FP	WORK PLAY	$50.00	120	$6,000.00	
FP	BUYDOWN	$2.00	5132	$10,264.00	
FP				$0.00	$16,264.00
BrdSav	WORK PLAN (4/YR)	$50.00	44	$2,200.00	
BrdSav	BUYDOWN	$3.00	580	$1,740.00	$3,940.00
PL/BW				$0.00	$0.00

MONTHLY CONTRACT COSTS

	Contract Type	$ per Month	Seg. $ Tot.
FP	PACK ($400/MO)	$26,800.00	
FP			
FP			$26,800.00
BrdSav			
BrdSav			$0.00
PL/BW			$0.00

$162/ 238.00 Enhance

Summary		Gross Profit per Month	Marketing Expenses	Net Profit per Month	Segment % Profit $	Segment % Spending
RJR	Full Price	$87,200.36	$43,064.00	$44,135.36	96.1%	91.6%
RJR	Brd Sav	$3,564.21	$3,940.00	($375.79)	3.9%	8.4%
RJR	PL / BW	$0.00	$0.00	$0.00	0.0%	0.0%
RJR Monthly Totals		$80,765	$47,004	$43,761	100.0%	100.0%
RJR Annual Totals		$1,089,175	$564,048	$525,127		
Gr.Profit % Spending :		51.8%		RJR Spending Rate / CTN :		$3.17

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RJR User Notes :

STORE COUNT INCREASE TO 67 AND ALL CALCULATIONS ARE +30%

ADDITIONAL $100 / MONTH TOTAL $400

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Source: https://www.industrydocuments.ucsf.edu/docs/zmgy0000

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